

Suggested Public Information and Media Activities In Support of World Disaster Reduction Day

1. Contact officials from the other federal agencies and non-profit organizations supporting this endeavor that are in your local area, such as local Red Cross chapters, and make an inter-agency panel available for phone-in radio talk shows. This panel can also include state or local officials.
2. Locate people who have been affected by previous disasters in your area and make them available to your local media
3. Locate people who have been affected by previous disasters in your area, pair them with experts from your agencies and make them available to schools, community/business organizations and others as a specialized Speaker's Bureau.
4. Locate successful mitigation actions either taken by individuals or by public entities, pair them with disaster experts and make them available through a Speaker's Bureau or radio talk show or local cable program.
5. Write an op/ed on the necessity of mitigation and preparedness actions, and have it co-signed by the local offices of the national agencies that are supporting World Disaster Reduction Day.
6. Sponsor a writing or painting contest in the local schools (or among specific groups, such as Girl Scouts or Boy Scouts) to illustrate disaster occurrence or disaster prevention. Winners can be posted on the FEMA for Kids WEB site.
7. Target a special focus group that may need specific information about disaster preparedness and mitigation i.e. the elderly, the disabled, and target press releases on strategies to help such special populations.
8. Hold an open house at your agency office to promote preparedness and mitigation strategies, and to introduce your agency to your communities or work with your state or local emergency managers to have a Disaster Fair with information and activities.
9. Ask your state governor or local mayor to make a Disaster Day proclamation
10. Develop a partnership with your local newspaper to "adopt" disaster preparedness and mitigation as a community effort, with periodic articles or special page.
11. Develop a partnership with a local grocery chain to put a Disaster Day message on their paper





bags

12. Develop a partnership with local hardware chain to display a Disaster Day message and a list of suggested items for family disaster supplies.
13. Work with your local humane society or pet food chain to highlight the need for disaster preparedness for pets. You might distribute pet disaster information onsite, or provide a small item, such as a pet I.D. Could also be used as a photo op.
14. Can promote the international chat sessions that will be held in September and October, sponsored by the International Decade for Natural Disaster Reduction.
15. Write a short preparedness/mitigation article for inclusion in local newsletters, including news
16. Locate people in your area who were involved in newsworthy disasters outside of your area, and have them available for media interviews.
17. Get every electronic reader board in your community to carry a different Disaster Day message
18. Have schoolchildren spend part of a day "surviving" without the basics of life, such as electricity. Then have the students organize ways to be better prepared.
19. Partner with local video stores to highlight disaster movies and to include some information in their stores about mitigation and preparedness.